Root & Branch Digital Marketing Services

Local SEO Project for _____

Background

Local SEO matters for any business or other organization that wants to show up consistently and accurately online. This matters in terms of brand management, customer usability, and performance on the Google SERP (Search Engine Results Page). Local SEO is especially important for any business with a brick-and-mortar location, as Google uses geographic proximity as a major factor in determining what businesses to show to customers for searches like "dermatologist near me" or "skin care provider in Greensboro" or "Pittsburgh roofing contractor."

The elements that we need to keep in mind with this project are:

_____

_____

_____

In general, we believe two things matter the most to Local SEO: (1) a strong Google business listing and (2) consistent and accurate "NAP" (Name, Address, Phone) citations across the other 60+ business directory tools like Yelp, Bing Places, YP.com, Mapquest, Apple Maps, and more. We use Yext Powerlistings to take care of that second part. See below for an explanation of both.

Local SEO Element 1: Google My Business

Google My Business (GMB) is the single most powerful platform for driving local search visibility. It's a free platform to use but it takes some knowhow and work to get the most out of it.

GMB is the engine that controls what results show up in the "Local 3 Pack" (or the "map pack") on the Google SERP. Google is looking at ranking factors like business name, business description, business category, review count, review sentiment, review responses, pictures, accuracy of hours, associated website, and more to determine which businesses get coveted placement in the pack. The Local Pack gets most clicks on a Google SERP, with 44% of the total clicks (19% go to Paid Results, 29% go to Organic Results, and 8% go to other clicks on map results outside of the top 3).

In the example shown at right we see Root and Branch showing up in the Local 3 Pack on Google. This placement is a combination of many factors including (but not limited to): primary business category, any additional business categories, business name, geographic proximity, website associated with GMB listing, number of reviews, recency of reviews, average rating of reviews, sentiment expressed in reviews, photographs, business description, and overall completeness of profile.
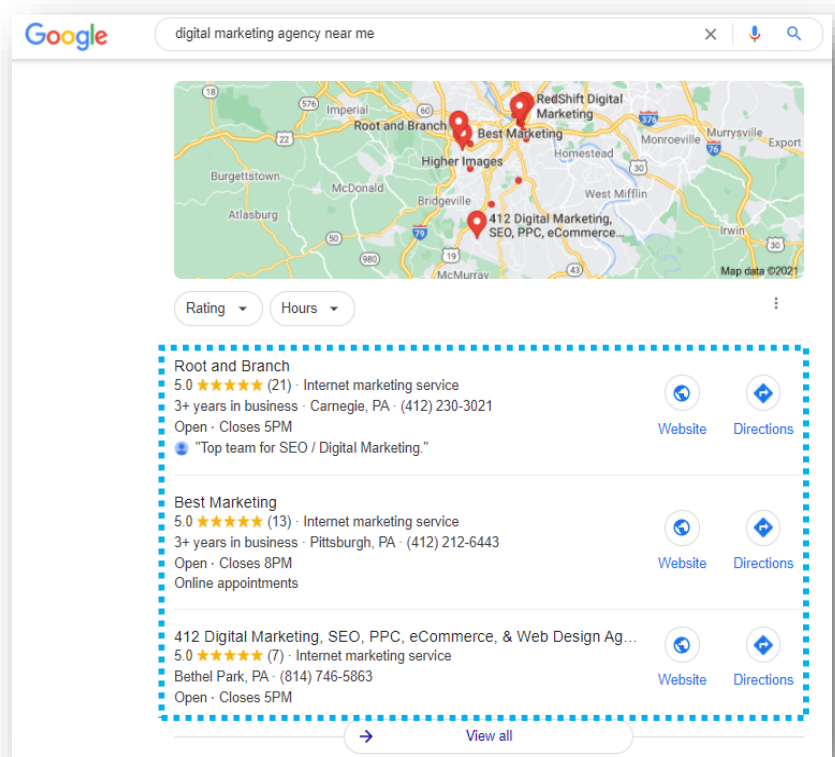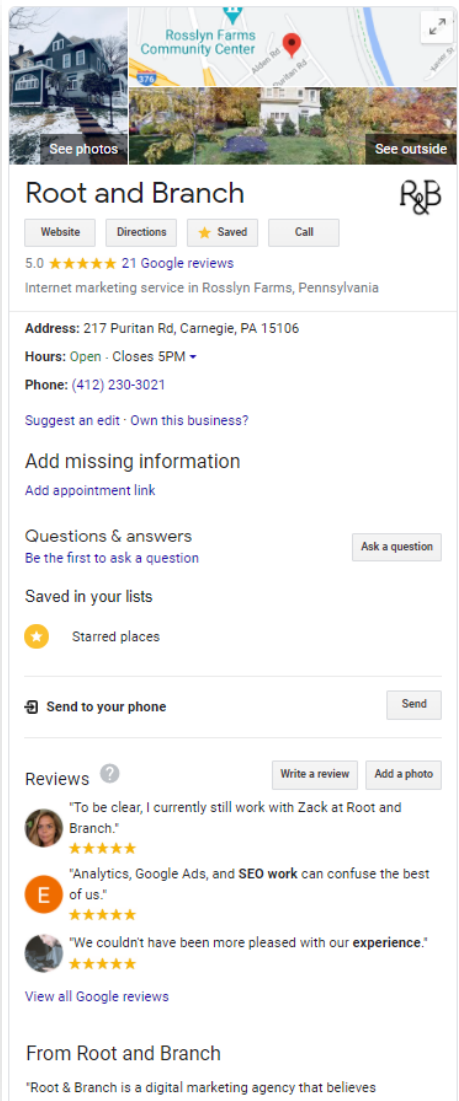
Google My Business also controls the "Knowledge Panel" that shows up on the right-hand side of a Google SERP. The Knowledge Panel displays detailed information about a business including name, address, phone, pictures, reviews, and more. It has links to directions (from Google Maps), the website, and can also be used to call the business directly from a Mobile phone.

Some businesses can get hundreds or even thousands of calls and direction requests each month from this kind of activity. At right is an example of the Knowledge Panel for Root and Branch.

Our work with Google My Business is designed to understand what the listing is doing today in terms of driving customers and new prospects and develop and implement a plan to maximize the opportunity for greater search visibility and performance. Depending on the scope, we can either do a one-time analysis and clean up or provide monthly management.

Local SEO Element 2: Complete, Accurate, and Consistent Listings Across the Other Business Directories

Although GMB is far and the away the most important of all the business listing platforms, there are 60+ others that exist. Rather than claiming and optimizing each of these listings individually (which is time consuming, expensive, and not comprehensive) we use a tool called Yext Powerlistings to create a single source of truth that then syncs with these secondary directories.
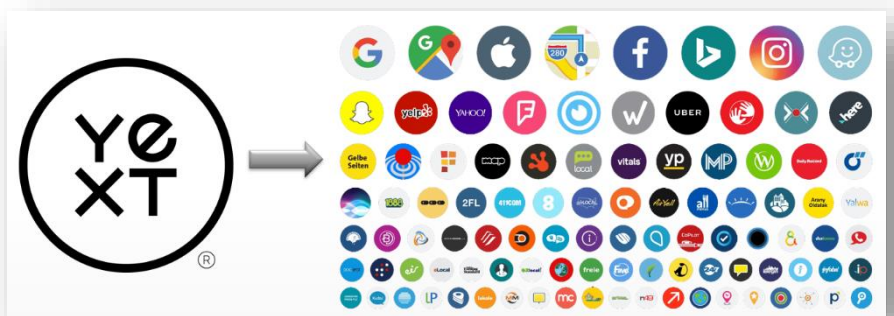
Yext provides us with a single platform to make updates to the business. If hours change, for example, we can make this change within the Yext platform and have that information show up everywhere like Yelp, Bing Places, YP.com, and more. This is helpful in rare cases where something permanent changes (like an address or phone number), and in the more common instances where holiday hours change. We can create account manager logins for our clients so they can manage this information themselves in a single place should they so choose.

There is a one-time charge to create the listing and then an ongoing monthly charge for the Yext service to maintain the complete and accurate information.

Note, it's possible to use Yext even for Google My Business, but we don't recommend syncing with GMB or with Facebook.

Scope Overview

The elements marked "Included" below are a part of this project scope.

Platform	Service	Purpose	Ongoing or One-time	Included (Y/N)
Google My Business (GMB)	Comprehensive analysis with recommendations delivered in a PowerPoint file and video walkthrough	Maximize the SEO potential from GMB to acquire new views, clicks, leads, and customer actions	One-time	
Google My Business (GMB)	Apply tracking (UTM parameters) to URL in GMB listing so we can isolate and analyze traffic performance in Search Console and Google Analytics	Improve tracking infrastructure to help make smarter decisions	One-time	
Google Search Console*	Search Console set up and analysis or (if already set up) analysis of existing keyword and content performance	Understand existing keyword and URL ranking trends so we can improve on what's already working	One-time	
Google Analytics*	High level analysis of existing traffic acquisition performance (what share of traffic if SEO driving today?)	Improve tracking infrastructure to help make smarter decisions	One-time	
Yext	Create business listing in Yext platform	Create a single source of truth for all business directories	One-time	
Yext	Maintain Ongoing Yext services	Maintain live Yext services so NAP data stays current and consistent	Ongoing	
Yext	Actively Manage Yext listing for client	Maintain holiday hours and other small changes if client does not desire to do so	Ongoing	
*Note, more in depth projects related to Google Analytics and Google Search Console may also be discussed as a separate scope focused on analytics and on page SEO				

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Pricing and Timing Overview

The total price for all one-time services and deliverables is _____.

The total monthly price for any ongoing services and deliverables is _____.

Assuming a paid deposit, Root & Branch will begin work in _____.

All one-time services and deliverables are targeted for completion by _____.

Payment and Invoicing Notes

- All one-time services and deliverables will be included on two invoices. The first invoice will be a deposit for 50% of the price for one-time services and deliverables, and work will begin once it has been paid. The second invoice will be sent after all one-time services and deliverables have been completed and provided.
- Any invoices for ongoing monthly services will be sent at the beginning of the service month.
- R&B payment terms are Net 30.
- To help keep standard rates as modest as possible, Root & Branch accepts payment via live check or electronic funds transfer. Credit card payments can be accepted, but the pricing may be adjusted upwards to offset fees.

Signatures

Root and Branch Group, LLC

_____   _____

Zack Duncan   Date

_____

Signature: _____   _____

Printed Name: _____   Date